Library for Citizens

An essential part of the Finnish know-how

The Way Forward for Public Libraries 2016–2020
The champion of culture, civilisation, information, and know-how

As the environment keeps changing rapidly, public libraries need sustainable guidelines for their work. The economic scarcity in the municipalities, the increasing inequality among citizens, the digitisation of the traditional cultural products, and the emphasis on digital services challenge libraries to clarify their mission. The Council for Public Libraries is now proposing common priorities for library operations for the near future. Libraries have a strong status in Finnish society and they maintain a long tradition. As the new priorities will be put into action we, at the same time, appreciate the core of libraries. Libraries offer access to culture and information and support civic skills. Libraries champion freedom of speech and civilisation. Libraries are an essential part of Finnish know-how, language, literature, equality, and literacy. Libraries carry a huge significance for the whole of society, the book economy, local communities, and individuals.

Public libraries need common guidelines and actions to provide a direction for development. The Way Forward for Public Libraries 2016–2020 document is meant to do just that, to provide direction and inspiration for municipal libraries.

Members of the working group:

Salla Erho, Deputy library director
Rovaniemi City Library – Lapland Provincial Library

Tuula Haavisto, Library director
Helsinki City Library – Central Library for Public Libraries

Pirkko Lindberg, Library director
Tampere City Library – Pirkanmaa Provincial Library

Rebekka Pilppula, Director, cultural and library services
Joensuu Regional Library – North Karelia Provincial Library

Secretaries:

Päivi Litmanen-Peitsala, Communication planner
Central Library for Public Libraries, Libraries.fi

Erkki Lounasvuori, Senior library adviser
Helsinki City Library – Central Library for Public Libraries

The Council for Public Libraries (CPL)

CPL is an organisation based on local representation. The permanent representatives are the Central Library for Public Libraries, the provincial libraries, and Espoo and Vantaa as representatives of large cities. In addition, each provincial library region chooses a representative for a two-year period. The council coordinates between public libraries on a national level and represents them in issues related to the activities and development of national library networks. It also makes joint resolutions and statements on current issues that affect libraries. By law, the municipalities are responsible for organising library operations but the professionalism and impact are, above all, the result of library expertise and mutual networking. With this publication CPL wants to advance equal rights of citizens as library users.

In the autumn 2013 CPL decided that the current strategy for the years 2011–2016 will be updated for the years 2016–2020. The task of producing The Way Forward for Public Libraries 2016–2020 was appointed to a working group.
The basis of library services

In the digital era libraries support active citizenship. At the same time citizens need libraries even more than before.

The cultural rights of the citizens

The Constitution of Finland guarantees that everyone has an equal opportunity to develop themselves also after basic education. Destitution cannot be an obstacle.

Library legislation reform is underway simultaneously with the Way Forward for Public Libraries document. The aim of the reform is to promote citizens’ participation and cultural rights in the network of the civil society, as well as ensure equal access to information and culture. The central goal is to promote the development of democracy and strengthen the prerequisites for operation in the rapidly changing environment.

Vision for 2025

The Association of Finnish Local and Regional Authorities presents a vision for libraries in 2025 (Direction for Civilisation document): “Library and information services will promote equal opportunities in accessing information, gaining reading experiences as well as in cultural and civic activities and lifelong learning. The services are organised to serve local needs and are mainly free of charge.”

As a part of a well organised Finnish library network, every municipal library is more than a local service. Provincial libraries and voluntarily founded joint-use libraries are an integral part of developing libraries.

Challenges

- Changes in legislation.
- Population and services centralise in cities.
- Decreasing number of municipalities.
- Locally provided services.
- Majority of use on-line.
- The widening gap in skillsets.
- Loneliness increases.
- Immigration and multiculturalism increase.
- English as a preferred language in media.
- Understanding of text and literacy deteriorate.
- Things are shared in the form of photos, film and visualisations.
- Only some citizens are interested in longer texts.
- Schools are teaching multiple reading skills.
- Wider use of digital technology.
- In addition to specific information, we need understanding of phenomena.
- Mass media and publishing become centralised and international.
- Information can be found on-line, search services become international.
- People are more often willing to pay for culture and information.
- The concept of privacy changes.
- The self-evident nature of data protection brakes down.
- International agreements limit access to free information.
- Citizens meet on-line and face-to-face.
- Increasing number of people work remotely or as entrepreneurs.
- Citizens participate in developing social services.
- Citizens can publish material themselves.
- Searching and sharing on-line becomes more popular.
Managing challenges with cooperation

The networking of libraries enables diverse services. Cooperation stems from the customer’s needs and it surpasses municipal borders. The possibility to use libraries across municipalities, joint mobile libraries, and sharing staff expertise make cooperating libraries’ work more versatile. The municipal status of libraries will become stronger because more citizens can use other municipal services in library space.

There are no municipal borders on the internet. Provincial region or joint-use library is a small unit compared with on-line services. In fact, it is more effective to produce many services together nationally or even internationally. The mutual cooperation and new national solutions are a necessity in the digital world.

Different groups and library associations promote professional development as well as development of the entire library world. They champion the rights of citizens.

In addition to national cooperation, international cooperation is crucial for libraries. Common standards, sharing experiences, and cooperation for example on copy right issues are an important tradition. This becomes even more important when the publishing world becomes more international and centralised and information resources are moved behind paywalls.

International advocacy

Finnish libraries actively seek international partners. Participating in world-wide development projects and promoting open access to information continue to be important to our civil society.

The most significant places of promoting library issues are IFLA1 and EBLIDA2. Both of them aim at guaranteeing good working conditions for libraries and to publish documents about the international field of libraries.

- IFLA Trend Report
- IFLA Joint Statement on Literacy
- EBLIDA Wien Declaration

The public libraries in Finland want to influence the international debate via Finnish Library Association and other organisations.

Accountable municipal networking

Each library is an active service provider and partner in their municipality.

Public services are being digitised, citizens are encouraged to participate in planning services, and the forms of volunteer work become more diverse. Libraries can offer information, share know-how, and provide space for participation. This is how library becomes part of an effective public economy.

Literature brings operators together

Libraries are a vital part of the ecosystem that is Finnish literature.

Preserving Finnish literature requires close cooperation between authors, publishers, service providers, book shops, and libraries. We must be able to offer customers e-collections on a reasonable cost. In addition to quality content, libraries have a unique role in teaching citizens electronic reading skills. Only libraries provide equal access to e-collection for all citizens.

International library world

Branch library is the gateway to all libraries

Libraries are the most actively used part of the nation’s collective memory.

---

1 International Federation for Library Associations and Institutions
2 European Bureau of Library Information and Documentation Associations
Follow-up for the Way Forward document

CPL has approved this document for the years 2016–2020. Its implementation will be reviewed yearly in the spring and autumn meetings.

Above all, this document is an operational tool for each municipal library. CPL wants to stress the meaning of cooperation and highlight relevant points that library professionals can use to appeal to the decision makers. The work done within the framework of Way Forward for Public Libraries 2016–2020 can be seen at its best when the library’s own strategy is compared with these goals.

The national projects for public libraries

Public libraries are partners in many national projects and in planning new services. In the near future many of those will have impact on local work, as well. Information about these projects and plans can be found in Kirjastot.fi, in the CPL webpage.

Values

The way to interpret the values:

- Stating the emphasis at the top
- Defining of goals in the middle
- List of actions at the bottom

Values are deeply embedded in libraries. As our environment changes we need to emphasise our goals in order to fulfill those values. Changes in our emphasis are reflected in various ways in our actions.
Equality

Everyone has the rights and skills to use information resources

- Making guidance services visible and easily approachable
- Keeping library equipment and software updated
- Defending the free of charge principle of libraries
- Taking care of complementary education of the staff
- Increasing customer guidance and learning from other libraries’ experiences
- Dividing responsibilities of keeping up with the on-line content between staff members

Everyone can access digital information and literature

- Participating actively in user rights debate
- Public Libraries Consortium and FinELib organise and negotiate for all libraries
- Integrating national services actively to the customer instruction
- Digitising local collections for national use
- Bringing important collections to the national eLibrary
- Aiming at a common digital media licensing for public libraries

Taking changing search habits into account

- Investing in services so that libraries are easy to find on-line
- Finding a common solution in producing descriptive information
- Offering digital services to be combined with other public services
- Making libraries and services easily recognisable

Quality descriptive information

- Producing services that make library expertise search engine friendly
- Offering digital services to be combined with other public services

Open access to information

- Offering customers the user rights to libraries outside their own municipality
- Planning opening hours and location according to the needs of the customers
- Taking care of the quality of digital services and providing mobile services
- Paying attention to special groups
- Offering joint services
- Strengthening mobile libraries and services

Everyone has the right to participate and influence the society and living environment

- Helping customers to discover and use information
- Allocating resources to customer contacts and content discovery
- Re-defining information services

Active instruction and event organisation

- Supporting civic skills
- Defending the free of charge principle of libraries
- Dividing responsibilities of keeping up with the on-line content between staff members
- Taking care of complementary education of the staff
- Increasing customer guidance and learning from other libraries’ experiences
- Dividing responsibilities of keeping up with the on-line content between staff members

Everyone has the opportunity to visit library

- Offering customers the user rights to libraries outside their own municipality
- Planning opening hours and location according to the needs of the customers
- Taking care of the quality of digital services and providing mobile services
- Paying attention to special groups
- Offering joint services
- Strengthening mobile libraries and services

All-encompassing and accessible library network

- Integrating national services actively to the customer instruction
- Public Libraries Consortium and FinELib organise and negotiate for all libraries
- Digitising local collections for national use
- Bringing important collections to the national eLibrary
- Aiming at a common digital media licensing for public libraries

Taking changing search habits into account

- Investing in services so that libraries are easy to find on-line
- Finding a common solution in producing descriptive information
- Offering digital services to be combined with other public services
- Making libraries and services easily recognisable

Expanding library services

- Supporting media skills
- Taking care of complementary education of the staff
- Increasing customer guidance and learning from other libraries’ experiences
- Dividing responsibilities of keeping up with the on-line content between staff members

Supporting civic skills

- Supporting media skills
- Taking care of complementary education of the staff
- Increasing customer guidance and learning from other libraries’ experiences
- Dividing responsibilities of keeping up with the on-line content between staff members

Active instruction and event organisation

- Supporting civic skills
- Defending the free of charge principle of libraries
- Dividing responsibilities of keeping up with the on-line content between staff members
- Taking care of complementary education of the staff
- Increasing customer guidance and learning from other libraries’ experiences
- Dividing responsibilities of keeping up with the on-line content between staff members

Everyone has the opportunity to visit library

- Offering customers the user rights to libraries outside their own municipality
- Planning opening hours and location according to the needs of the customers
- Taking care of the quality of digital services and providing mobile services
- Paying attention to special groups
- Offering joint services
- Strengthening mobile libraries and services

All-encompassing and accessible library network

- Integrating national services actively to the customer instruction
- Public Libraries Consortium and FinELib organise and negotiate for all libraries
- Digitising local collections for national use
- Bringing important collections to the national eLibrary
- Aiming at a common digital media licensing for public libraries

Taking changing search habits into account

- Investing in services so that libraries are easy to find on-line
- Finding a common solution in producing descriptive information
- Offering digital services to be combined with other public services
- Making libraries and services easily recognisable

Expanding library services

- Supporting media skills
- Taking care of complementary education of the staff
- Increasing customer guidance and learning from other libraries’ experiences
- Dividing responsibilities of keeping up with the on-line content between staff members

Supporting civic skills

- Supporting media skills
- Taking care of complementary education of the staff
- Increasing customer guidance and learning from other libraries’ experiences
- Dividing responsibilities of keeping up with the on-line content between staff members

Active instruction and event organisation

- Supporting civic skills
- Defending the free of charge principle of libraries
- Dividing responsibilities of keeping up with the on-line content between staff members
- Taking care of complementary education of the staff
- Increasing customer guidance and learning from other libraries’ experiences
- Dividing responsibilities of keeping up with the on-line content between staff members

Everyone has the opportunity to visit library

- Offering customers the user rights to libraries outside their own municipality
- Planning opening hours and location according to the needs of the customers
- Taking care of the quality of digital services and providing mobile services
- Paying attention to special groups
- Offering joint services
- Strengthening mobile libraries and services

All-encompassing and accessible library network

- Integrating national services actively to the customer instruction
- Public Libraries Consortium and FinELib organise and negotiate for all libraries
- Digitising local collections for national use
- Bringing important collections to the national eLibrary
- Aiming at a common digital media licensing for public libraries

Taking changing search habits into account

- Investing in services so that libraries are easy to find on-line
- Finding a common solution in producing descriptive information
- Offering digital services to be combined with other public services
- Making libraries and services easily recognisable

Expanding library services

- Supporting media skills
- Taking care of complementary education of the staff
- Increasing customer guidance and learning from other libraries’ experiences
- Dividing responsibilities of keeping up with the on-line content between staff members

Supporting civic skills

- Supporting media skills
- Taking care of complementary education of the staff
- Increasing customer guidance and learning from other libraries’ experiences
- Dividing responsibilities of keeping up with the on-line content between staff members

Active instruction and event organisation

- Supporting civic skills
- Defending the free of charge principle of libraries
- Dividing responsibilities of keeping up with the on-line content between staff members
- Taking care of complementary education of the staff
- Increasing customer guidance and learning from other libraries’ experiences
- Dividing responsibilities of keeping up with the on-line content between staff members
Customers can trust libraries’ knowledge of content also in the future

- Familiarising ourselves with different materials
- Recognising quality and reliable material with the help of analysis and choice

Customer will get the expertise and know-how of all libraries from their own library

- Cooperation as a guideline in management
- Introducing national services and participating in their production
- Appreciating and utilising the know-how of others
- Offering customers the know-how of other libraries actively

Library as an effective part of the municipality

- Participating actively in transadministrative cooperation
- Managing library according to municipal goals
- Using available research material in planning
- Acknowledging the equal availability of municipal services

Managing library as a part of the municipal services

- Emphasising the benefits for citizens in the library budget
- Deciding how to participate in providing other services and guidance
- Being independent from equipment and utilising national on-line services

Creating space that respects privacy

- Taking note of customer privacy in guidance
- Data protection in on-line library services
- Library data protection can be depended on both on-line and in physical space

- Taking note of the privacy in library’s working space
- Guiding customers while at the same time preserving their privacy

Responsible management

- Honest and efficient use of resources
- Using tax funds responsibly

Goal

- Emphasis
- Action

Library data protection can be depended on both on-line and in physical space

- Telling customers about the risks on-line and instructing customers how to avoid them
- Protecting private customer details so that only library professionals can access them
- Guaranteeing the data protection of library’s own systems and contracts
- Guiding customers while at the same time preserving their privacy

Library services

- Developing new services
- Making governance with information as a practice

Goal

- Emphasis
- Action

Responsible management

- Honest and efficient use of resources
- Using tax funds responsibly

Goal

- Emphasis
- Action

Library data protection can be depended on both on-line and in physical space

- Telling customers about the risks on-line and instructing customers how to avoid them
- Protecting private customer details so that only library professionals can access them
- Guaranteeing the data protection of library’s own systems and contracts
- Guiding customers while at the same time preserving their privacy

Library services

- Developing new services
- Making governance with information as a practice

Goal

- Emphasis
- Action

Responsible management

- Honest and efficient use of resources
- Using tax funds responsibly

Goal

- Emphasis
- Action

Library data protection can be depended on both on-line and in physical space

- Telling customers about the risks on-line and instructing customers how to avoid them
- Protecting private customer details so that only library professionals can access them
- Guaranteeing the data protection of library’s own systems and contracts
- Guiding customers while at the same time preserving their privacy

Library services

- Developing new services
- Making governance with information as a practice

Goal

- Emphasis
- Action

Responsible management

- Honest and efficient use of resources
- Using tax funds responsibly

Goal

- Emphasis
- Action

Library data protection can be depended on both on-line and in physical space

- Telling customers about the risks on-line and instructing customers how to avoid them
- Protecting private customer details so that only library professionals can access them
- Guaranteeing the data protection of library’s own systems and contracts
- Guiding customers while at the same time preserving their privacy

Library services

- Developing new services
- Making governance with information as a practice

Goal

- Emphasis
- Action

Responsible management

- Honest and efficient use of resources
- Using tax funds responsibly

Goal

- Emphasis
- Action

Library data protection can be depended on both on-line and in physical space

- Telling customers about the risks on-line and instructing customers how to avoid them
- Protecting private customer details so that only library professionals can access them
- Guaranteeing the data protection of library’s own systems and contracts
- Guiding customers while at the same time preserving their privacy

Library services

- Developing new services
- Making governance with information as a practice

Goal

- Emphasis
- Action

Responsible management

- Honest and efficient use of resources
- Using tax funds responsibly

Goal

- Emphasis
- Action

Library data protection can be depended on both on-line and in physical space

- Telling customers about the risks on-line and instructing customers how to avoid them
- Protecting private customer details so that only library professionals can access them
- Guaranteeing the data protection of library’s own systems and contracts
- Guiding customers while at the same time preserving their privacy

Library services

- Developing new services
- Making governance with information as a practice

Goal

- Emphasis
- Action

Responsible management

- Honest and efficient use of resources
- Using tax funds responsibly

Goal

- Emphasis
- Action

Library data protection can be depended on both on-line and in physical space

- Telling customers about the risks on-line and instructing customers how to avoid them
- Protecting private customer details so that only library professionals can access them
- Guaranteeing the data protection of library’s own systems and contracts
- Guiding customers while at the same time preserving their privacy

Library services

- Developing new services
- Making governance with information as a practice

Goal

- Emphasis
- Action

Responsible management

- Honest and efficient use of resources
- Using tax funds responsibly

Goal

- Emphasis
- Action

Library data protection can be depended on both on-line and in physical space

- Telling customers about the risks on-line and instructing customers how to avoid them
- Protecting private customer details so that only library professionals can access them
- Guaranteeing the data protection of library’s own systems and contracts
- Guiding customers while at the same time preserving their privacy

Library services

- Developing new services
- Making governance with information as a practice

Goal

- Emphasis
- Action

Responsible management

- Honest and efficient use of resources
- Using tax funds responsibly

Goal

- Emphasis
- Action

Library data protection can be depended on both on-line and in physical space

- Telling customers about the risks on-line and instructing customers how to avoid them
- Protecting private customer details so that only library professionals can access them
- Guaranteeing the data protection of library’s own systems and contracts
- Guiding customers while at the same time preserving their privacy

Library services

- Developing new services
- Making governance with information as a practice

Goal

- Emphasis
- Action

Responsible management

- Honest and efficient use of resources
- Using tax funds responsibly

Goal

- Emphasis
- Action

Library data protection can be depended on both on-line and in physical space

- Telling customers about the risks on-line and instructing customers how to avoid them
- Protecting private customer details so that only library professionals can access them
- Guaranteeing the data protection of library’s own systems and contracts
- Guiding customers while at the same time preserving their privacy

Library services

- Developing new services
- Making governance with information as a practice

Goal

- Emphasis
- Action

Responsible management

- Honest and efficient use of resources
- Using tax funds responsibly

Goal

- Emphasis
- Action

Library data protection can be depended on both on-line and in physical space

- Telling customers about the risks on-line and instructing customers how to avoid them
- Protecting private customer details so that only library professionals can access them
- Guaranteeing the data protection of library’s own systems and contracts
- Guiding customers while at the same time preserving their privacy

Library services

- Developing new services
- Making governance with information as a practice

Goal

- Emphasis
- Action

Responsible management

- Honest and efficient use of resources
- Using tax funds responsibly

Goal

- Emphasis
- Action

Library data protection can be depended on both on-line and in physical space

- Telling customers about the risks on-line and instructing customers how to avoid them
- Protecting private customer details so that only library professionals can access them
- Guaranteeing the data protection of library’s own systems and contracts
- Guiding customers while at the same time preserving their privacy

Library services

- Developing new services
- Making governance with information as a practice

Goal

- Emphasis
- Action

Responsible management

- Honest and efficient use of resources
- Using tax funds responsibly

Goal

- Emphasis
- Action

Library data protection can be depended on both on-line and in physical space

- Telling customers about the risks on-line and instructing customers how to avoid them
- Protecting private customer details so that only library professionals can access them
- Guaranteeing the data protection of library’s own systems and contracts
- Guiding customers while at the same time preserving their privacy

Library services

- Developing new services
- Making governance with information as a practice

Goal

- Emphasis
- Action

Responsible management

- Honest and efficient use of resources
- Using tax funds responsibly

Goal

- Emphasis
- Action

Library data protection can be depended on both on-line and in physical space

- Telling customers about the risks on-line and instructing customers how to avoid them
- Protecting private customer details so that only library professionals can access them
- Guaranteeing the data protection of library’s own systems and contracts
- Guiding customers while at the same time preserving their privacy

Library services

- Developing new services
- Making governance with information as a practice

Goal

- Emphasis
- Action

Responsible management

- Honest and efficient use of resources
- Using tax funds responsibly

Goal

- Emphasis
- Action

Library data protection can be depended on both on-line and in physical space

- Telling customers about the risks on-line and instructing customers how to avoid them
- Protecting private customer details so that only library professionals can access them
- Guaranteeing the data protection of library’s own systems and contracts
- Guiding customers while at the same time preserving their privacy

Library services

- Developing new services
- Making governance with information as a practice

Goal

- Emphasis
- Action

Responsible management

- Honest and efficient use of resources
- Using tax funds responsibly

Goal

- Emphasis
- Action

Library data protection can be depended on both on-line and in physical space

- Telling customers about the risks on-line and instructing customers how to avoid them
- Protecting private customer details so that only library professionals can access them
- Guaranteeing the data protection of library’s own systems and contracts
- Guiding customers while at the same time preserving their privacy

Library services

- Developing new services
- Making governance with information as a practice

Goal

- Emphasis
- Action

Responsible management

- Honest and efficient use of resources
- Using tax funds responsibly

Goal

- Emphasis
- Action

Library data protection can be depended on both on-line and in physical space

- Telling customers about the risks on-line and instructing customers how to avoid them
- Protecting private customer details so that only library professionals can access them
- Guaranteeing the data protection of library’s own systems and contracts
- Guiding customers while at the same time preserving their privacy

Library services

- Developing new services
- Making governance with information as a practice

Goal

- Emphasis
- Action

Responsible management

- Honest and efficient use of resources
- Using tax funds responsibly

Goal

- Emphasis
- Action

Library data protection can be depended on both on-line and in physical space

- Telling customers about the risks on-line and instructing customers how to avoid them
- Protecting private customer details so that only library professionals can access them
- Guaranteeing the data protection of library’s own systems and contracts
- Guiding customers while at the same time preserving their privacy

Library services

- Developing new services
- Making governance with information as a practice

Goal

- Emphasis
- Action

Responsible management

- Honest and efficient use of resources
- Using tax funds responsibly

Goal
Sense of community

Library participates in the community on-line
- Developing library services that encourage participation and crowdsourcing
- Planning the social media participation
- Customer guidance also in informal on-line communication
- Engaging actively in local media

Library goes to places where things happen
- Organising guidance and services outside the library space
- Embedding library services in other municipal services
- Taking library services to events
- Organising events together with local agents

Library space open for diverse use
- Offering library space for partners to be used in events and guidance services
- Releasing library space for communal use
- Joint services for different administrative officials in library space

Libraries cooperate with businesses for the benefit of the community
- Ensuring that the cooperation benefits citizens
- Cooperation based on library-citizen-business model
- Establishing guidelines for cooperation of public and private partners
- Establishing guidelines for multilateral service production

Aiming at cooperation
- Engaging citizens in service plans at an early stage
- Bringing citizens to participate in producing services
- Utilising inclusive planning in management

Interactive operations
- Offering library space and expertise to educational purposes
- Using spaces together with other public services, NGOs and cultural operators
- Paying attention to small businesses and freelancers in our planning

Emphasis on

Goal

Action

Citizens participate in the planning of library services
- Learning to know local social media
- Engaging actively in local media
- Organising services to new spaces
- Embedding library services in other municipal services
- Taking library services to events
- Organising events together with local agents
- Contacting local businesses
- Establishing guidelines for cooperation
Courage

Library domesticates technology to be part of customer service

Introducing the same technology the citizens use

Planning compatible technological solutions to serve customers’ needs

Utilising cloud services and guiding customers with the most common on-line services

Efficient in-service education

Open-minded attitude

Ensuring modern technology

Library promotes good life for citizens

Introducing services actively

Promoting customers’ rights to access collections

Utilising studies and reports that relate to quality of life and changes in the environment in planning and governance

Adopting impact assessment as a part of local and national work

Emphasis on services as a resource in reducing inequality in the society

Championing customer’s rights

Supporting cooperation of people with different skills

Unlearning and embracing new ideas

Professional know-how changes as the environment changes

Shifting work assignments towards multiprofessionalism

Utilising experts from other fields in service production

Centralising services allows us to re-allocate resources

Planning in-service education and workplace learning together locally

Goal

Action

Library questions its own actions

Reacting to citizens’ needs regarding information and user practices

Seeking development outside library field

Experimenting with service concepts and discarding those when necessary

Seeking ideas actively from staff and customers

Seizing the big challenges, such as service network, logistics, or division of work

Courage to fail

Developing work with experiments

Observing the changes in the environment

Planning compatible technological solutions to serve customers’ needs

Utilising cloud services and guiding customers with the most common on-line services

Efficient in-service education

Open-minded attitude

Ensuring modern technology

Adopting impact assessment as a part of local and national work

Professional know-how changes as the environment changes

Shifting work assignments towards multiprofessionalism

Utilising experts from other fields in service production

Centralising services allows us to re-allocate resources

Planning in-service education and workplace learning together locally

Emphasis on services as a resource in reducing inequality in the society

Championing customer’s rights

Supporting cooperation of people with different skills

Unlearning and embracing new ideas

Professional know-how changes as the environment changes

Shifting work assignments towards multiprofessionalism

Utilising experts from other fields in service production

Centralising services allows us to re-allocate resources

Planning in-service education and workplace learning together locally
Library becomes an advocate in public debate

Taking a stand for customers’ rights and following the Professional Codes of Ethics for Librarians

Prioritising openness in all actions

Organising open discussion meetings

Ensuring library is a safe environment for discussion

Taking a stand for customers’ rights and following the Professional Codes of Ethics for Librarians

Freedom of speech

Diversity in all activity

Accepting various opinions

Providing space and equipment for citizens’ own media productions and events

Facilitating the visibility of different social and cultural groups

Supporting social activity and discussion by creating space for them

Paying attention to multiculturalism

Library helps citizens to get their voice heard

Supporting media skills

Promoting content

Library promotes citizens’ open access to information

Highlighting alternative materials and data resources from digital sources

Helping customers with technology and information retrieval questions

Freedom of speech

Uncensored content

Diverse collections

Materials are easy to find

Providing space for everything that is legal

Planning open databases, accessible search methods, and expert information services on customer’s terms

Drafting a policy regarding collection and making it public

Library respects the customer’s choices
The Council for Public Libraries
www.kirjastot.fi/neuvosto

The Way Forward for Public Libraries 2016–2020
www.kirjastot.fi/neuvosto/suunta

Design: Harri Oksanen, photographs: Jonas Tana, translation: Ninni Sandellius